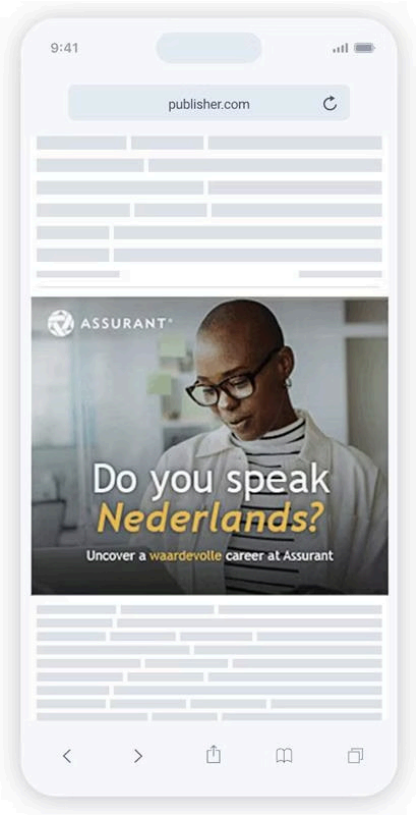
ASSURANT GENERAL INSURANCE

Driving quality job applications for a European insurance provider



fonemedia

AT A GLANCE »



Client: Assurant General Insurance

Sector: Insurance / Financial Services (Recruitment)

Objective: Support recruitment of customer service roles in Amsterdam by reaching active jobseekers

Solution: Mobile-first, intent-led recruitment advertising (Mobile Plus)

Outcome:

1.17% CTR

2,348 clicks delivered.

THE CHALLENGE & APPROACH »

THE CHALLENGE

Assurant General Insurance needed to recruit customer service roles in Amsterdam. The challenge was threefold:

- Recruiting for customer service roles in a competitive urban labour market
- Standing out among multiple employers targeting the same candidate pool
- Ensuring media spend reached people actively looking for relevant roles, not passive audiences.

Success depended on reaching active jobseekers at the moment they were exploring opportunities.

THE APPROACH

- **Intent-led audience targeting:**

Focused on users actively searching for job-related and role-specific terms, including customer service, insurance and flexible working roles.

- **Mobile-first delivery:**

Prioritised mobile placements and formats aligned with how jobseekers browse and apply on-the-go.

- **Optimised creative focus:**

Concentrated delivery on high-performing ad sizes and above-the-fold inventory to maximise visibility and engagement quality.

THE RESULTS »

2,348

TOTAL CLICKS DELIVERED

Driven from 201,354 impressions - January bursts outperformed July

1.17%

CLICK-THROUGH RATE

With brief-specific job intent audiences reaching up to 1.97% CTR

98%

MOBILE ENGAGEMENT

Reinforcing the importance of mobile-optimised recruitment activity

KEY PERFORMANCE INDICATORS »

97.3% OF CLICKS FROM ABOVE-THE-FOLD PLACEMENTS

Indicating strong viewability and attention quality

STRONG CONTRIBUTION FROM IN-MARKET JOB AUDIENCES

Accounting for over 70% of total clicks across intent segments

WHY THIS MATTERS »

This campaign shows how intent-led, mobile-first recruitment advertising can play a meaningful supporting role in reaching high-quality candidates at the moment they are actively exploring new opportunities. Rather than relying on broad awareness alone, the approach prioritised relevance, visibility and timing.

For other organisations recruiting in competitive markets, this demonstrates the value of aligning media strategy to real job-seeking behaviour, helping recruitment activity work harder alongside existing HR and employer brand efforts.

GET IN TOUCH »

Looking to reach high-intent audiences at the moments that matter most?

Talk to us about mobile-first campaigns designed around real-world outcomes.

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